

Creating Professional Presentations using PowerPoint®

Prepared for
National Park Service
Land Resources Conference

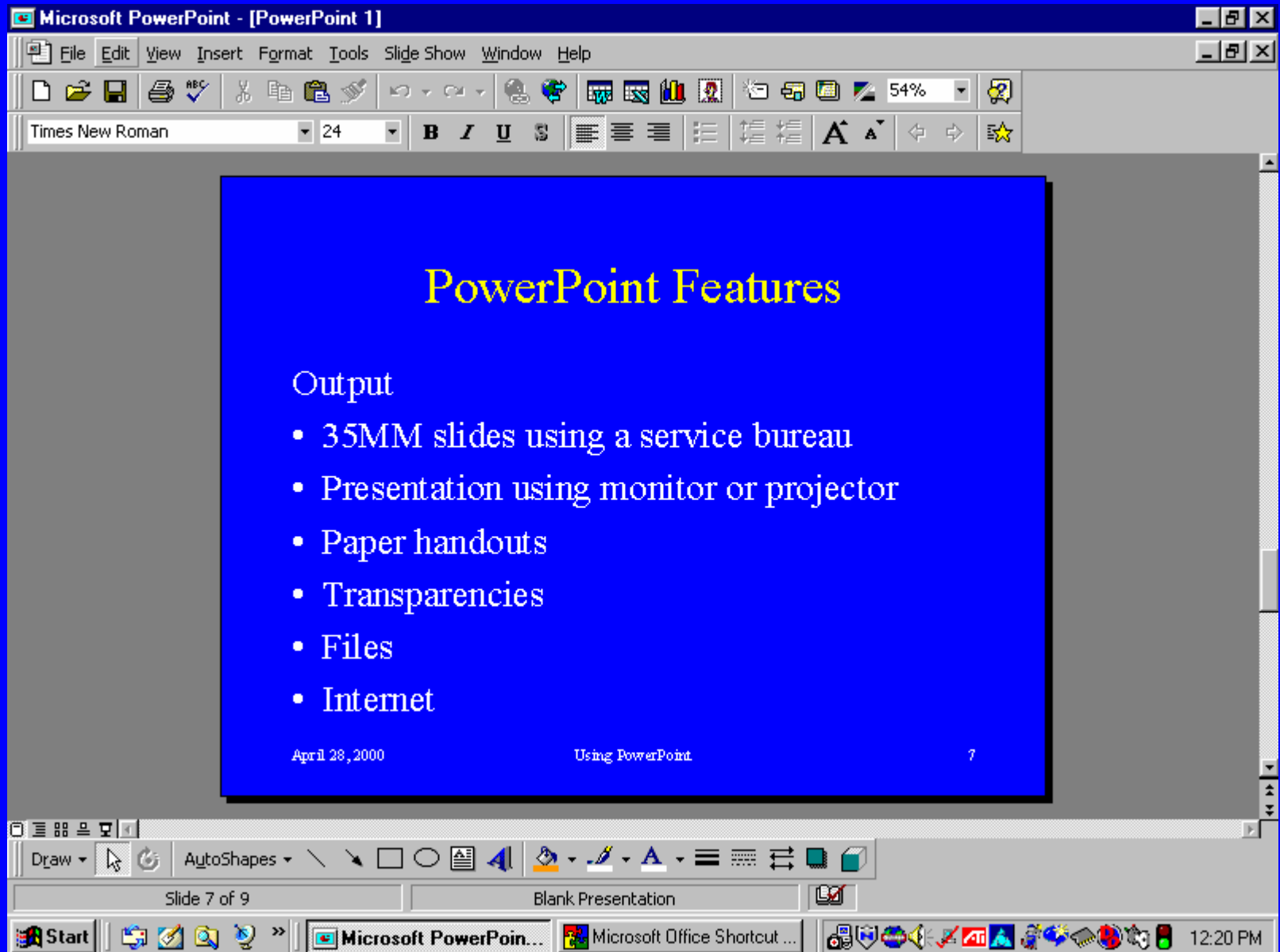
What is Presentation Software?

- Presentation software allows you to develop textual and graphic support for your presentations.
- It helps emphasize and illustrate points
- It provides an outline for your audience
- It MAY be used as a standalone device.

PowerPoint© Features

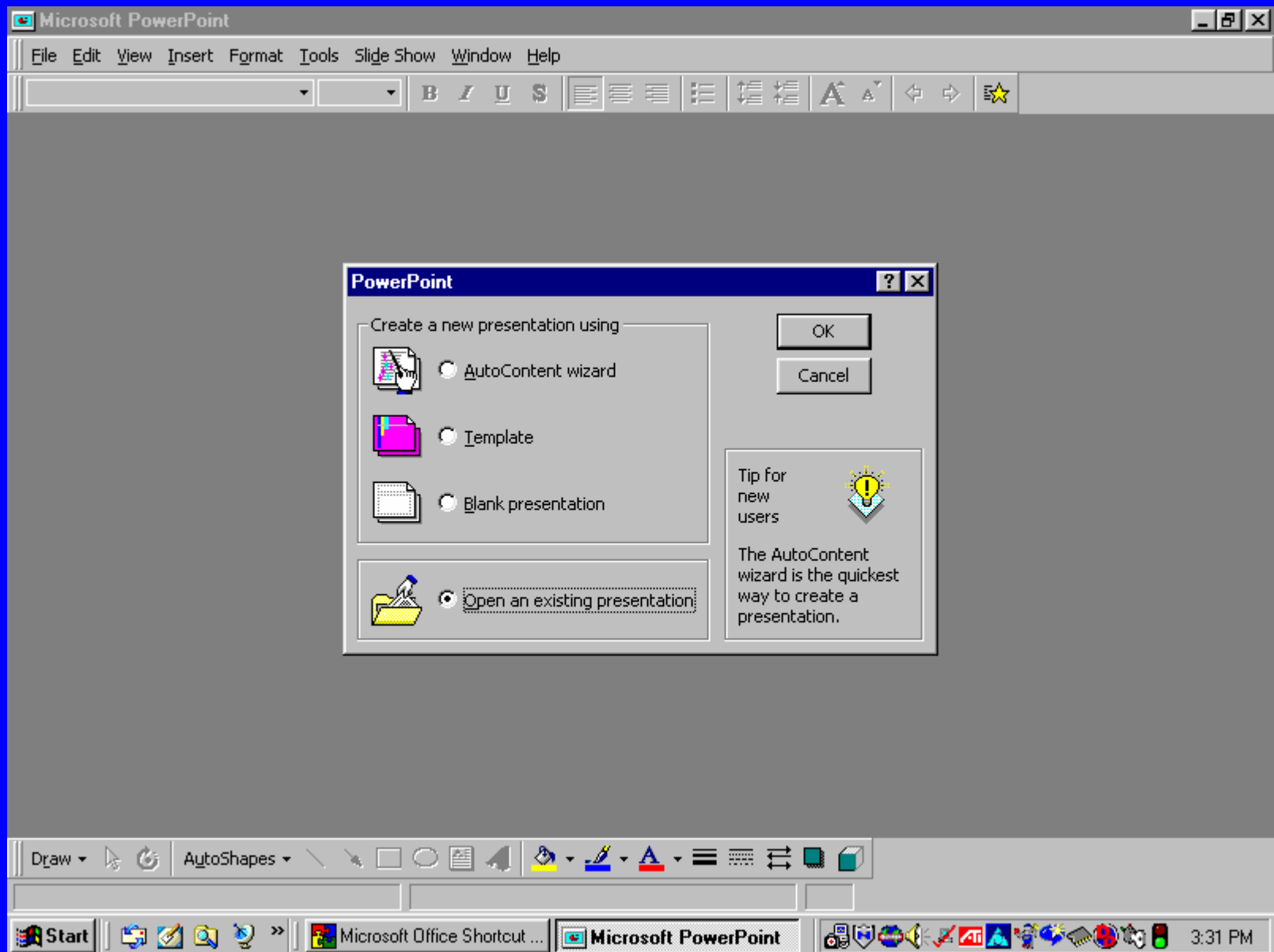
Using

- Text
- Graphics
- Animation
- Sound
- Movies
- Familiar Microsoft Commands



Creating a Presentation

- Opening PowerPoint®
- Using Wizards
 - AutoContent
- Selecting Styles
- Saving your presentation
 - Saving Conventions
 - Different Names

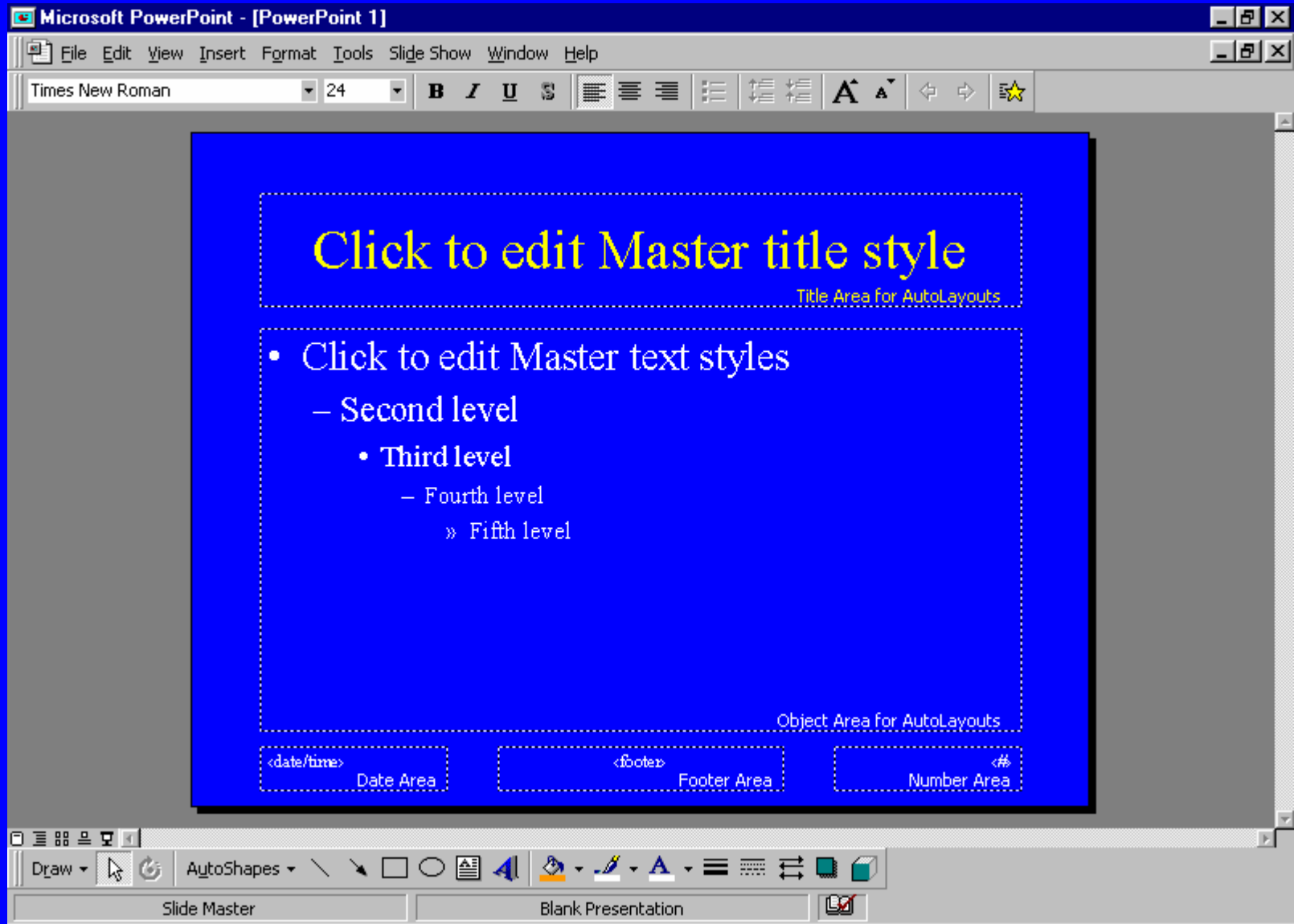


Creating a New Presentation

- Select Type
 - General
 - Corporate
 - Project
 - Operations/Human Resources
 - Sales/Marketing
 - Personal
 - Carnegie Course

Creating a New Presentation

- Select Option
 - Presentation, Handout
 - Internet
- Select Output
 - On Screen
 - Color or BW transparency
 - Slide
 - Handout



Slide Master vs. Layout vs. Color Scheme

- Slide Master contains constant information
 - Title and text format
 - Date, Page Number, Presentation Name
- Layout is slide specific
- Color Scheme is consistent
- Individual slides can be modified to have unique format and color scheme

Slide Master vs. Layout vs. Color Scheme

- Changes in Slide Master can be applied to all slides
- Changes in Color Scheme can be applied to all slides
- Individual modified slides won't be changed unless you use reapply
- Before making significant changes save file

Slide Components

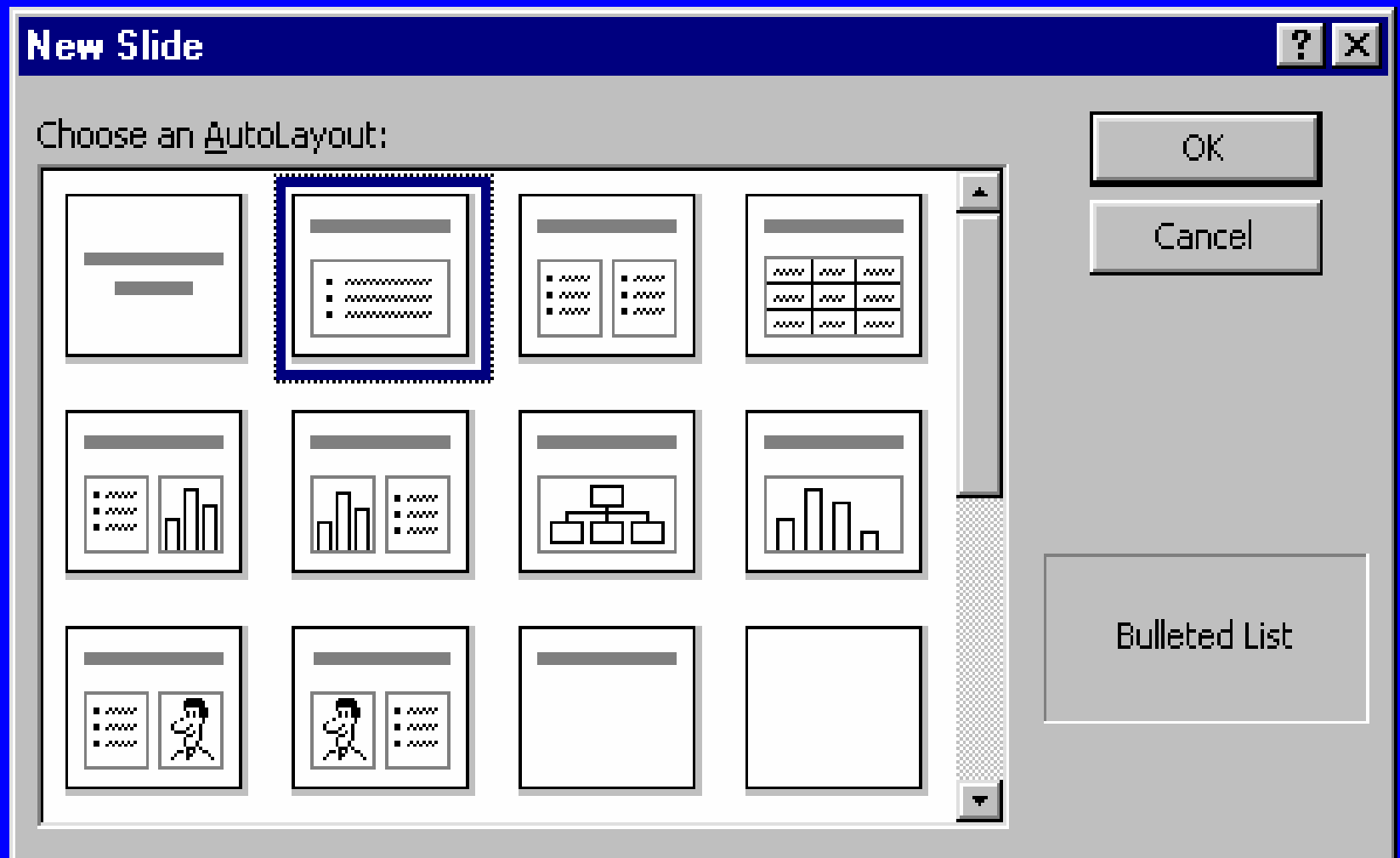
- Text
 - Entered from Keyboard
 - Entered from another application
 - Copied
- Graphics
 - Clip Art
 - Pictures
 - Video/audio clips

Slide Components

- Objects
 - Drawing
 - Programs
 - Object Linking and Embedding (OLE)
 - Embedding
 - Linking
- Special Effects

Creating a Slide

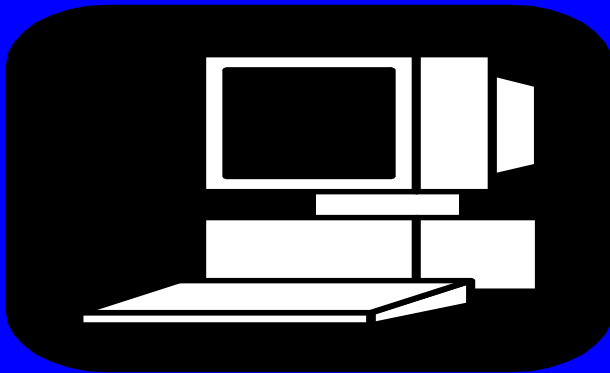
- Opening a Slide
 - Insert (menu, CTRL-M)
 - New Slide
 - Copy
- Selecting Options
 - Layout
 - Colors
 - Slide Master



Entering Text

- Typing text into PowerPoint©
 - Formatting
 - Spell Check
- Importing text prepared in Microsoft Word©
- Dragging and Dropping
 - from another slide
 - from another application

Entering Graphics



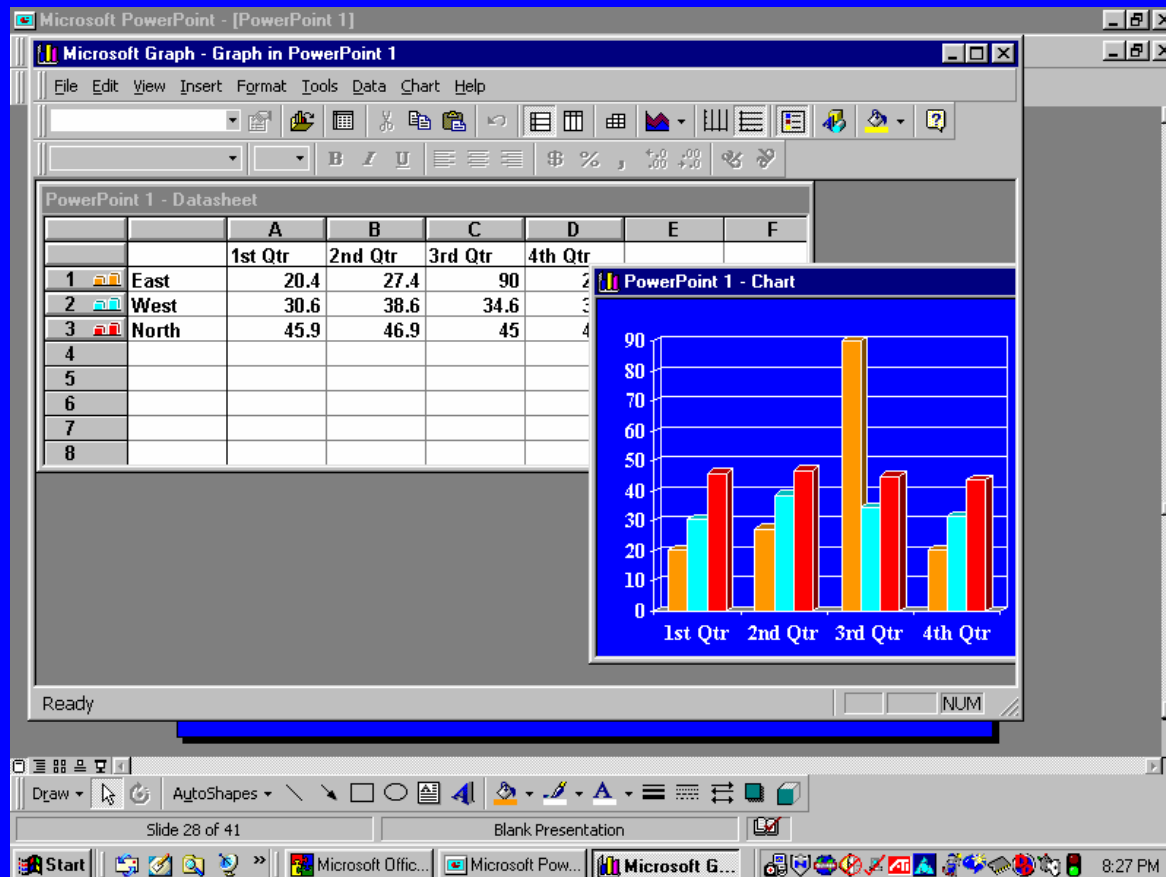
- Using Clickart
- Use photos
- Use video/audio
- Use Draw
- Use WordArt®



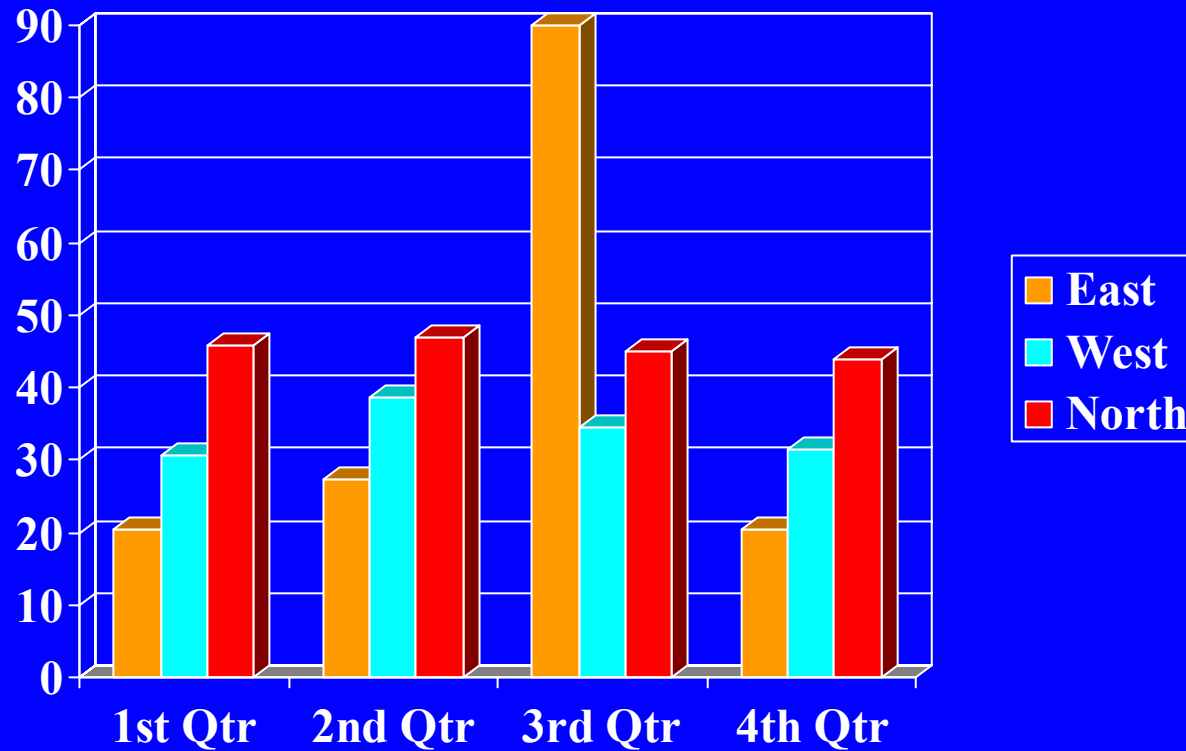
Inserting an object

- Text from a Word® document
- A Word® Table
- An Excel® Spreadsheet
- An Excel® Graph
- Lotus, Adobe or Serif object
- Microsoft Graph

Inserting a Graph

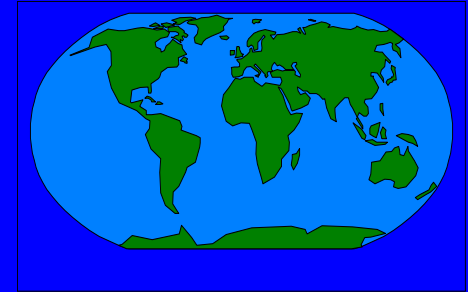


Inserting a Graph



Other Objects

- Use WordArt Tool



A Map



An Audio File

$$A \geq B \sqrt{4 \pm C(6x)} \times y^{4/7}$$

$$A \cup B \not\subset C \not\subset D$$

An Equation



A Photo

Special Effects

- Animation
 - Moving lines
 - Moving letters
 - Color changes
- Dissolves
 - Patterns
 - Direction
- Sound

Viewing Presentations

- Slide View
 - Each slide is viewed separately
 - Slides can be edited/deleted
- Slide Sorter
 - Like a light box
 - All slides are visible
 - Easiest to change order and modify animation

Viewing Presentations

- Slide Show
 - Final Product
 - Can be manual (Press a key, click mouse)
- or
 - Automatic (timed)
- Includes dissolves and special effects
- Distributed as a standalone product with Viewer

Output

- Onscreen
 - PC monitor
 - Large (25” or larger) monitor
 - LCD Projector
 - TV with adapter
- Hardcopy
 - BW printer
 - Colorjet printer

PowerPoint© Shortcuts

- Next and Previous Slides (PgDn and PgUp)
- New Slide CNTRL-M
- Drag and Drop
- Moving around slide (TAB)
- Moving around lines (Arrows, Home, End)
- Cancel (Esc)
- Copy last key strokes (F4)

PowerPoint© Shortcuts

- Spell Check (F7)
- Delete text (slide view) (Del)
- Delete slide (slide sorter view) (Del)
- Slide sorter view - Go to top (Home), Go to Bottom (End)
- Switch to another program ALT+Tab

Presentation Issues

- DON'T try to convey too much info
- DON'T be color crazy
- DON'T overuse special effects
- DON'T be guilty of the ransom note effect
- DO use graphs and tables
- DO use large, readable typefaces
- DO know your audience

DON'T try to convey too much

- Always include as much information about the topic in text rather than in summary comments or graphs.
- Include the names of every committee member, staff, support person, delivery person and outside consultant.
- Rather than using the slide as an outline or memory device try to have the slide stand totally on its own so that the reader will pay more attention to it than to you. After all, you paid a lot of money for the software and hardware.
- The use of short quotes is great but long, boring anything is overkill.
- The entire purpose of the slides or transparencies is to back up and support your presentation so that the audience listens to you and does not become enthralled with your slides. Don't let the slides detract from what you are saying, they should support you and your points.
- Pretest you presentation.

Color Crazy and the Ransom Note Effect

- *Try to standardize on a single font size and style for each level.*
- ***Don't combine too many effects.***
- Don't change colors excessively.
- Use contrasting text and background colors.
- Use a readable font.

Don't Overuse Special Effects

- Don't overuse animation
- Don't use too much sound
- Avoid dissolves
- Don't use too many levels
- Be conservative with color
- Don't use patterns

Know Your Audience

- Use appropriate level of language
- Use understandable examples
- Minimize or eliminate jargon
- Watch pacing and timing
- Appeal to their interests
- Illustrate Points

Advanced Topics

- Customizing Toolbars
 - Location
 - Display/Hide
 - Add/Delete items
- Compatability
- Importing/exporting text

Other Products

- Harvard Graphics
- Aldus Persuasion
- Lotus Freelance
- Corel Presentation
- Star Office AutoPilot Presentation
- DMagic Showmaker (Shareware)

Resources

- ***PowerPoint 4 for Windows for Dummies* by Doug Lowe**
- ***Complete Idiot's Guide to Microsoft PowerPoint* by Nat Gertler**
- ***How to use Microsoft PowerPoint 2000* by Susan Daffron**
- ***Microsoft PowerPoint 2000 Bible* by Faithe Wempen, Don Roche**
- ***PowerPoint 2000 Fast & Easy* by Coletta Witherspoon**
- ***PowerPoint 2000 for Windows for Dummies* by Doug Lowe, Grace Jasmine**
- ***PowerPoint 2000 for Windows for Dummies: Quick Reference* by Camille McCue**
- ***PowerPoint Essentials* by Suzanne Weixel, John Preston**